

Message Text

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PAGE 01 STOCKH 00386 271255Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----271256Z 066789 /53

P R 271033Z JAN 77
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 9640
AMCONSUL GOTEBOG BY POUCH

UNCLAS STOCKHOLM 0386

FOR: BIC/OIM:TRAFTON

E.O. 11652: N/A
TAGS: BEXP, SW
SUBJECT: STC FY-78 EVENTS SCHEDULE

1. AS PRECISE DAYS STILL PENDING FOR FALL 1977 STC
EXHIBITIONS, STC WISHES EMPHASIZE FOLLOWING PREFERENCES:

- A) COMPUTERS AND RELATED EQUIPMENT, OCT 4-7. THOUGH
STOCKHOLM TECHNICAL FAIR OPENS OCT 6, STC DOES NOT
BELIEVE TWO DAY OVERLAP TO BE NEGATIVE FACTOR.
- B) CLIMATE CONTROL (HEVAC), NOV 8-11 OR NOV 15-18
OR OCT 31-NOV 3.
- C) PRINTING/GRAPHIC ARTS, NOV 29-DEC 2.
- D) TRANSPORTATION, JAN 24-27 OR 17-20.

2. MANY SWEDISH DISTRIBUTORS MUST PLAN THEIR PROMOTIONAL
PROGRAM AND BUDGET RESOURCES WELL IN ADVANCE. IF OUR
FORWARD SCHEDULE COULD SHOW DEFINITE DATES A NUMBER OF
LOCAL FIRMS COULD MAKE PROVISIONS NOW THAT WOULD ALLOW
PARTICIPATION IN APPROPRIATE FALL SHOWS. OUR BSP PROGRAM
IS ALSO ADVERSELY AFFECTED BY LACK OF DEFINITE DATES. THE
LOCAL SUBSIDIARY OF ADDRESSOGRAPH-MULTIGRAPH WANTS TO
STAGE AN IMPORTANT BSP IN OCTOBER BUT HAS EMPHASIZED
THAT THEY MUST KNOW AVAILABLE DATES NOW TO START THEIR
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PROMOTION. ORION RESEARCH INC OF CAMBRIDGE, MA WANTS TO
PRESENT A TWO-STATE TECHNICAL SEMINAR WITH A SPRING AND
AUTUMN SESSION. THEY NEED TO KNOW NOW WHAT AUTUMN DATES
ARE OPEN SO THEY CAN PROMOTE ATTENDANCE AT BOTH THEIR
BSP'S COMBINED.

3. REQUEST CONFIRMATION EXHIBITION DATES ASAP.

SMITH

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
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Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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From: STOCKHOLM
Handling Restrictions: n/a
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SAS ID: 3479627
Secure: OPEN
Status: NATIVE
Subject: STC FY-78 EVENTS SCHEDULE
TAGS: BEXP, SW
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